

# The Resumé of Tony Jacobson

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## User Experience Executive

### Introduction:

Bringing over 29 years of expertise in the design and technology realm, I have established a robust foundation in building and guiding prolific design teams. My experience spans creating highly successful products and implementing innovative solutions. Specializing in the intersection of user experience and advanced technologies, I have developed a keen acumen in integrating 3D design and development into user-centric applications.

My commitment lies in crafting meaningful and impactful user experiences, with a particular emphasis on harnessing the potential of Generative AI and 3D technology to elevate product design and functionality.

### Design Expertise:

Expert in design management and leadership, with a comprehensive background in UX/UI Design and a strong emphasis on 3D design and Generative AI workflows. My skill set includes transforming complex technical concepts into intuitive and engaging user experiences.

### Technical Expertise in:

Deeply skilled in Figma, JavaScript, Angular, CSS, HTML, and 3D development libraries (ThreeJS, BabylonJS, D3.js, Mapbox 3D). My technical proficiency is underpinned by an in-depth understanding of how technology can profoundly enhance user interaction and inform strategic product development.

### Leadership Style:

I'm friendly, even-tempered, and outgoing. I balance those with a fierce sense of mission, commitment, and responsibility. I nurture talent, collaboration, innovation, and inclusion in my teams.

## Skills

- Innovative Problem-Solving
- Cross-Functional Team Collaboration
- Product Management and Strategy
- Leadership in Design and Technology
- Inclusivity and Diversity in Design
- Effective Communication and Presentation
- 3D Design and AR/VR Experience
- User-Centric Design Approach
- UI Design and Development
- UX Design and Strategy

## Education

- School of Visual Concepts, Graphic Design and Advertising · (1998 - 1999)
- Edmonds College, Digital Music and Production · (1992 - 1993)
- Northwest University, Music · (1988 - 1990)
- Highline Community College, Advertising and General Studies · (1986 - 1988)

## Honors and Awards

### • Employee of the Year - Smartsheet

Dec 2012

Voted by a company-wide vote, I was elected employee of the year at the end of my first year in my tenure at Smartsheet.

### • Three-time Ace Award Winner - INRIX

Jul 2021

Throughout my tenure at INRIX, I've been voted an Ace Award Winner on 3 separate occasions. Ace awards nominations are submitted by peers on a voluntary basis and executives pick from the nominees each quarter.

### • Various Design Awards - The FWA

Jan 2002

Over a period of a few years we created several sites and applications that won Site of the Day and a couple that won Site of the Month at theFWA.com.

# Experience

- **INRIX: Director of User Experience**

Lead the development of SaaS products with a focus on user-centric design and innovative AI implementations, directly managing a diverse UX team and collaborating with cross-functional groups including Product Management, Engineering, and Executive Leadership. Key achievements include launching 6 new products in public sector, enterprise, automotive, and financial services, contributing to significant revenue growth.

- **EveryPoint: VP of Product**

Set strategic product vision, leading UX and Engineering teams to develop cutting-edge computer vision technologies and 3D point cloud analytics for construction materials industry. Spearheaded technology and product line development, focusing on user experience and technical excellence.

- **Smartsheet: Director of User Experience**

As one of the early members, led the transformation of Smartsheet into a world-class SaaS application through user experience strategy and design. Built and managed Product UX and Marketing Design teams, contributing to significant ARR growth through a major product redesign.

- **Real Networks: Director of User Experience**

Directed the UX team in developing a cloud-based media management app, focusing on mobile and desktop integration. Led UX concepting, UI design, user testing, and played a key role in cross-functional collaboration.

- **Ratio Interactive: Co-founder, Chief Designer**

Co-founded and led UX and Design, overseeing UX Strategy, UI Design, and Development. Developed proprietary processes for high-quality project delivery, contributing to the agency's success and acquisition.

- **The Dual Group: Strategist and Application Developer**

Co-founded and contributed to UI development and product design, leading to the successful launch of a Content Management System and securing the first 10 paying customers. Played a crucial role in client acquisition and award-winning design projects.

- **CrashShop: Co-founder, Designer, Developer**

As a co-founder, led new business development and project management. Specialized in UX Design, UI Design, and Development, contributing to multiple award-winning projects.

- **Tony Jacobson Design and Programming: Independent Consultant**

Provided expert design and development services to a variety of clients in the Seattle area, including notable companies like Microsoft and CVS Pharmacy.

- **CVS.com: Designer**

Specialized in UI design and product branding, enhancing the ecommerce experience for CVS.com.

- **Girvin: Web Site Developer**

I was the primary UI developer at Girvin, working closely with several of the senior designers at the company building out their world-class designs for several different websites.

- **Costco Wholesale: Web Developer, Designer**

Transitioned Costco from a content site to its initial ecommerce platform, contributing to the early digital transformation of the company.

